

MINUTES

Emery County Travel Bureau

June 3, 2015 11:00am

Courthouse

Castle Dale, Utah

ATTENDANCE:

Members: Tina Carter, Travis Bacon, Joshua Rowley, Jonathon Hunt, Stacey Conover, Penney Riches, Jordan Leonard, Chelsea Guymon, Keith Brady

Guests: Patsy Stoddard

Excused: Lamar Guymon, Jim Fauver

Conducting and Welcome: Chairman Keith Brady

1. **Approval of Minutes: April 1st and May 6th:** Jonathan motions to approve the minutes from April 1st and May 6th with a second from Travis. **Approved**
2. **Discussion of Financial Report: Tina Carter:** TRT is doing really well. TRCC is up this month. So far it is up \$3,000 this year from last year.
3. **Discuss/Approve/Deny Good4Utah Road Tour:** They will be here the 9th when the Goblin Valley trail opens. Possibly get someone to cater dinner at Goblin Valley. If there is no internet access at Goblin Valley then the alternate filming location will be the Green River State Park. The Goblin Valley trail ribbon cutting will be on the 9th at 11. They are looking for local weather kids.
4. **Discuss/ Approve/ Deny Continuing to Pursue the State Park App's Grant:** UOT gave us a matching grant to pursue State Park Apps. If we don't use these funds we could use the \$15,000 that would have gone to matching the grant towards something else. We could look into adding more information to our County App instead of getting individual apps for each park. These apps overall would cost \$30,000 through UOT. Go-Utah could do the same thing for around \$8,000. Motion by Jonathan to deny app grant with a second by Stacey. **Approved**
5. **Update/Discuss/Approve/Deny Grant Amount For This Year:** A public hearing would have to be held if we decide to open up grant funding again. The money could be more beneficial next year. Travis motions to wait until the next fiscal year with a second from Penney. **Approved**
6. **Discuss/Approve Transfer of Grant Funds from Jordan's Pro Shop to New Pro Shop Owner:** The new Golf Pro won't be starting for another couple of weeks. The money we awarded to Jordan for the pro shop could be transferred to the new pro in July. We need to make sure the new pro has a plan for the money. We will have the money given back to us and have it re-distributed upon approval of the new pro's plan for the money. Motion by Travis to take the money back and re-distribute the money to new pro with a second by Josh.
7. **Discussion County Event Planner:** We could coordinate with the communities to get events started instead of just going with the same events we already have going on. The event planner could start out at part time and get paid half by the travel bureau and half by economic development. They would report to the travel bureau. This would take a lot of stress off of Tina. Travel and Economic Development will look at their budgets for next month. This has the potential to grow into a full time position depending on how busy the event planner is and how successful they are.
8. **Discuss/Approve/Deny Marketing Company RFP:** Trail's, Native American sites, Lodging, Bouldering, Goblin Valley, Green River, San Rafael Swell are some of the things that could be advertised. The anchoring Tenants could be Bouldering, Goblin Valley, the Swell, and the Green River. The design has to be cohesive. We should hire a photographer to get nice pictures. Text and pictures should come from the marketing company. We need to make sure it is known that we own all the content. We also need to make sure it is clear that they would be creating the marketing plan and executing it. We need to be more proactive about our advertising needs. Motion to table marketing plan by Travis with a second by Stacey. **Approved**
9. **Discuss/Approve/Deny Tourism Conference Attendance at Bryce Canyon for Staff and/or Board Members, Business Owners:** Transportation will be provided since we have County Vehicles. Lodging and food will also be provided. If you drive yourself it will be at your own cost. This will be October 6-9th. If business owners decide to come it will be first come first serve with the "scholarship" we will give them. We need to register before July 1st.

10. Discussion How Do We Get Visitors to Spend Money Here: We could do a package deal for the visitors or do Park Perks for the State Parks. Public perception is important. Carbon County's Chamber came up with the Park Perks brochure. We could do a mobile app or a coupon book that could be given out and used at local restaurants and businesses. We will probably cover the costs of whatever incentive we come up with. We should be proactive about the overhauls and get them info about our area and what we have to offer since they drive to Price for food instead of staying here. We need to get as many business owners involved as possible. Monetary credit works better than a percentage discount. Distribute our coupon books or other incentive to surrounding areas.

11. Discussion and Possible Recommendation of the Following:

a) Film Related Projects: None. We need to look into more film projects.

b) State Parks: Goblin Valley bike trail opening June 9th. Just got kayaks for kids for \$5. Disc Golf is going well in Green River.

c) Trail's Committee: More trail gates are opening so there is more access.

d) Potluck: Branding meeting next Wednesday on the 10th.

e) EC Chamber: There was a lunch and learn.

f) Museums: JWP is having a Summer Camp. July 11th float down the river for the JWP re-enactment. The River Runner Hall of Fame Banquet went well.

g) Expos and Events: GOED visit will be June 8th-9th.

h) Rourism: Roger Brooks visit will be June 29th. There is a possibility of him meeting with the Travel Board from 2:30-4 on that day.

12. Discussion of Old Business: RFP for Social Media Marketing will be separate from other marketing RFP's.

13. Discussion of New Business: Mad Man Basso would like us to advertise for them in our County. If he isn't providing any bikes for rent then we don't want to advertise for him. A Canyoneering Guide would like to be included on our site. We should have him do advertising for us also.

14. Adjourn